# Asheville

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THE LAND
OF 'THE SKY

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LAND OF THE SKY.

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# ASHEVILLE
## NORTH CAROLINA

*America's Beauty Spot*
*"Land of the Sky"*

**HEALTH**
**PLEASURE**
**PROFIT**

Whenever one decides to visit any place or locality certain questions suggest themselves. This booklet is designed to answer most of them. It contains no elaborate descriptions. but is filled with data and illustrations of this most attractive city, revised for this edition. For additional copies or for more detailed information, the reader should call upon or write the Secretary of the Asheville Board of Trade

*Published by*

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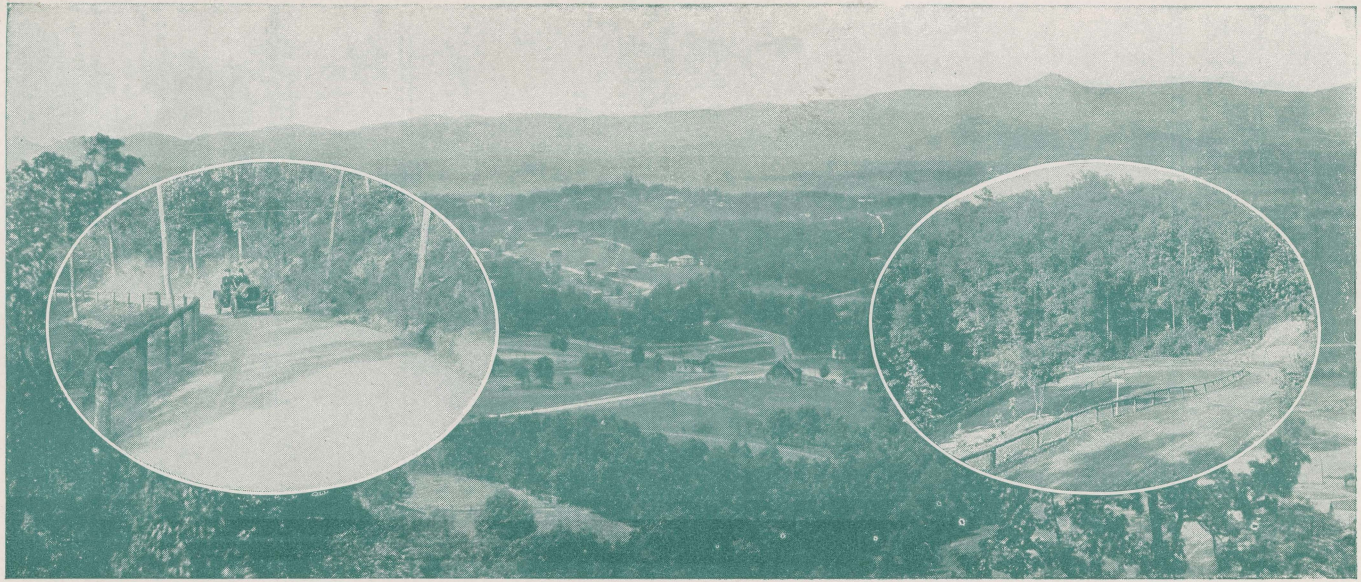


Bird's Eye View of Asheville, from the E. W. Grove Autoway. Photo by Pelton

# ASHEVILLE

*Where there's Life there's Growth,—Asheville's a live town and growing!*

*This booklet is a cordial message of invitation to live men and women to come and enjoy with us the rich gifts that Nature has with lavish and prodigal hand given to Asheville and Western North Carolina.*

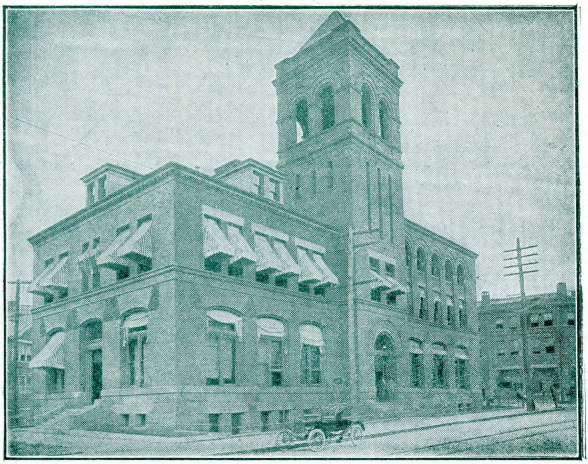
Standing upon some eminence in the vast hill-girt amphitheater in the center of which sits Asheville, looking westward across the beautiful valley of the French Broad and the rolling plateau beyond, as it merges into the mountains that rise height upon height to the majesty of Pisgah's six thousand feet and watching the setting sun as it bathes the highest peak-tops in its flood of molten golden glory, the beholder is led to wonder whether upon all this stage of human action which men call the world the Almighty hand has set a scene more grandly fair.—Geo. Byrne.

ASHEVILLE is the capital of the historic county of Buncombe. This county is situated in the Blue Ridge plateau at an elevation of 2,250 feet above sea level, bounded on the east and south by the Blue Ridge and on the north and west by the foothills of the Unakas and Great Smoky Mountains. Buncombe County was formed in 1791, and derives its name from Colonel Edward Buncombe, a native of St. Kitts, of the East India Islands, who at an early age cast his lot with the good people of North Carolina.

It is in the center of a circle embracing the territory bounded by the Mississippi River, Gulf of Mexico, the Atlantic Ocean, and the Great Lakes. It is within the area of densest population in the States, and has special tourists' rates from leading railroads of this country. Stop-over privileges allowed on all-the-year-round tourist tickets, all directions. Trains arriving at Asheville have through Pullman cars from New York, Philadelphia, Baltimore, Washington, Nashville, Cincinnati, St. Louis, Jacksonville, Mobile and New Orleans, connecting at these points with through Pullman car lines from Boston and the East; New Orleans, Tampa, and St. Augustine, South; and with the West at Chicago, St. Louis, Kansas City, Indianapolis, Cleveland, Pittsburg, Memphis, and New Orleans.

Asheville is the social and geographical center of the great Western North Carolina plateau, justly termed "America's Beauty Spot in the Land of the Sky," containing about 2,000,000 acres, of which about sixty per cent. is in forest.

It is a busy, modern, energetic city with thirty-eight miles of paved streets; sixty-five miles of paved side-



POSTOFFICE, ASHEVILLE, N. C. Photo by Pelton

walks; best gravity water system in America; forty churches; Young Men's Christian Association; Young Women's Christian Association; public library, with 12,000 volumes; various book and reading clubs; a fine system of graded schools; Board of Trade; Good Roads Association; Merchants Association; social clubs; gun clubs; country club; fraternities; medical society; bar associations; law library; hospitals and charitable institutions; military companies; military band; five banks; nineteen hotels; eighteen-hole golf course; large number private boarding houses; telephone exchange, with 3,131 subscribers, with long distance connections; an auditorium; theatres; two daily newspapers; numerous weekly, church, school and society publications; city parks; pleasure parks; Turkish baths; fire department (entirely equipped with motor trucks); electric street car system; interurban car lines; fifty miles sanitary and storm sewers; city hall and market; government weather bureau; county court house; federal court and postoffice building; excellent liveries and garages; cotton mills; quilt mills; ice factories; foundries and machine shops; cold storage; box factory; metal shingle factory; wagon factory; harness and saddle factory; mica factories; furniture finishing plant; dairies; greenhouses; three hydro-electric power plants; flour mill; cereal factory; plant of the National Casket Company; Hans Rees' Sons Tannery; American Furniture Manufacturing Company, and other manufacturing establishments.

It is a city set on a hill, in the midst of the most beautiful mountain country on this continent—a modern city of 32,000 population, including suburbs—cosmopolitan in its make-up, progressive, liberal, and given to hospitality.

The assessed value of city property is above $12,800,000.00. City taxes are restricted by law to $1.50 and state and county to $1.00 on the $100.00.

The value of buildings and improvements completed and under way during 1913 approximates two million dollars.

## HOTELS AND BOARDING HOUSES

ELEGANTLY equipped hotels are here, ranking with the best in the country. Among these are the Grove Park Inn, Battery Park, Manor, The Langren, Swannanoa-Berkeley, Margo Terrace, Glen Rock, Cherokee Inn, The Gladstone (European), Mountain Meadows Inn, and Paxton. Rates range from $1.00 to $10 per day. Scores of homelike boarding houses offer choice accommodations at from $6.00 to $15.00 a week.

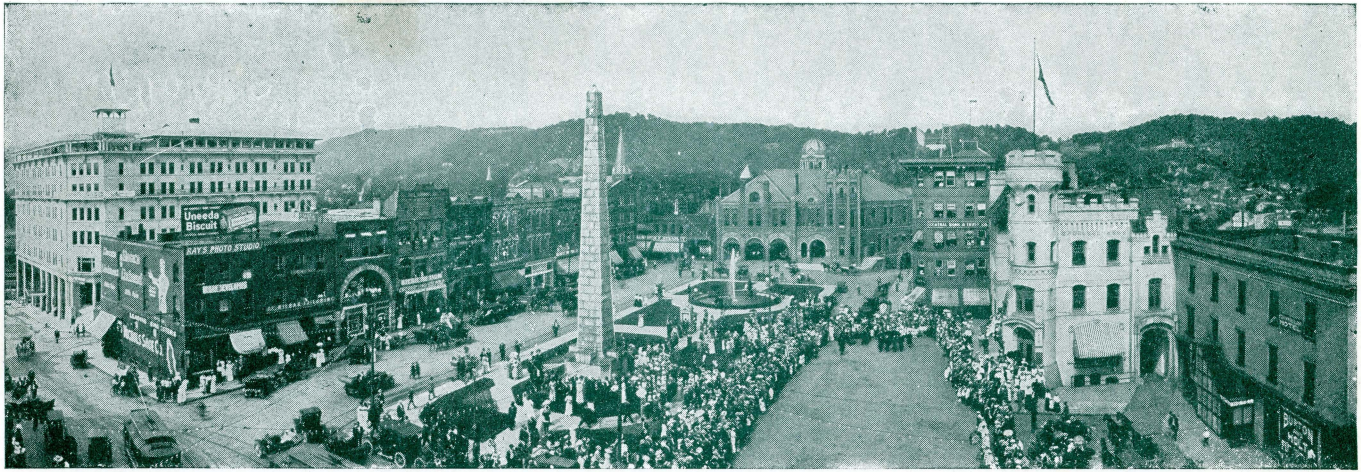
The excellence of the Asheville hotels has received the seal of approval from the thousands who throng this popular resort in Winter and Summer; the requirements of people seeking health and rest at resorts bountifully blessed with natural advantages are fully supplied, and in addition to the ample provision for comfort made by the hotels and boarding houses, have the unstinted support of the citizens here in diligent regard for the pleasure of the guest.

The hotel and boarding house capacity approaches an aggregate of 12,000 to 15,000. Asheville has entertained the Southern Baptist Convention and the General Conference of the M. E. Church, South, in a manner in every way acceptable to such discriminating assemblies.

## GENERAL LIVING EXPENSES

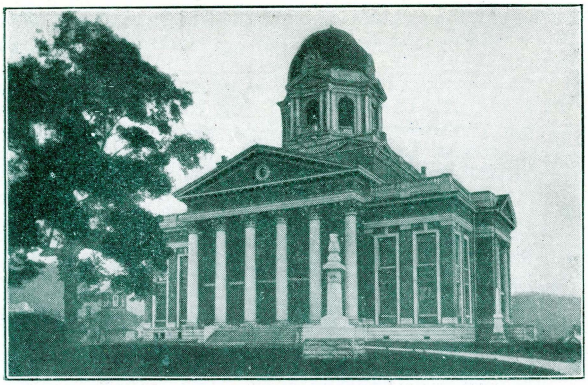
BOARD—In hotels, $1.50 to $10.00 a day; in boarding houses, $4.00 to $15.00 a week. Special rates may be had for longer periods.

PASSENGER STATION, SOUTHERN RY. Photo by Pelton




LANGREN. VANCE MONUMENT. CITY HALL. LEGAL BLDG. PUBLIC LIBRARY.

PACK SQUARE, ASHEVILLE, LOOKING EAST. Photo by Pelton



COUNTY COURT HOUSE, ASHEVILLE, N. C. Photo, Ray

RENTS—Houses and flats may be rented furnished and unfurnished; unfurnished, $15.00 to $50.00,—larger ones for boarding houses, up to $150.00 a month. Furnished houses, $35.00 to $300.00 per month; rooms, furnished and unfurnished, at reasonable rates.

WATER RATES—Minimum monthly rates, 50 cents for 2,500 gallons; next 15,000 gallons, 20 cents a thousand; next 185,000 gallons, 15 cents; over 200,000 gallons, 10 cents.

ELECTRIC LIGHTS—First 8,000 watt hours at 15 cents per 1,000; watt hours in excess of 8,000 7½ cents per 1,000; 5% discount if paid in ten days from date of bill; minimum monthly bill, $1.20.

GAS—Per thousand feet, $1.60, with 10 cents a thousand discount if paid in ten days from date of bill.

COAL—Bituminous, for stove and grate, $4.50 to $6.00; steam coal, $3.00 to $4.00; anthracite coal, $10.50. These prices are for coal delivered; f. o. b. cars much cheaper.

WOOD—$3.00 to $6.00 a cord, cut and uncut.

PROVISIONS—Country produce, native and Western meats, in City Market, free delivery. Country produce, butter, eggs, etc., also brought to your doors in season by farmers, fresh from their farms and gardens.

## THE CLIMATE

SOUTH and North, West and East, Asheville, with its surrounding mountain region, holds a unique position in the popular estimation. By reason of its Southern latitude (35° 37′ N.) the rigors of winter are much tempered, and by reason of its altitude (2,250 feet above sea-level) very high Summer temperatures do not prevail.

High above humid, sultry and less favored sections, insolation is intense during the day and radiation active at night, producing a constant air circulation, with cool nights, conducive to sound, restful sleep. Close, oppres-

sive conditions so common during the heated period in many portions of the country are absolutely unknown here.

The absolute freedom from malaria, due largely to the great fall of the French Broad River, which acts as a natural drain to this part of the country, and the situation between the extreme cold of the North and the enervating heat of the South, gives Asheville the right to be called the best "all-the-year-round resort" on the continent.

When compared with the most renowned resorts of the Old World it ranks among the first, as will be seen by the following table:

| | SPRING | SUMMER | AUTUMN | WINTER | M.YEARLY |
|---|---|---|---|---|---|
| Asheville | 56.3 | 70.9 | 56.1 | 35.0 | 55.0 |
| Genoa | 52.2 | 70.3 | 55.2 | 34.0 | 52.7 |
| Turin | 53.7 | 71.5 | 53.8 | 33.5 | 53.1 |
| Milan | 54.9 | 72.8 | 55.0 | 36.1 | 54.9 |
| Vienne | 56.2 | 71.8 | 54.6 | 38.7 | 55.3 |

The prominence of Asheville as a resort gives particular interest to the climatic records compiled by the United States Weather Bureau, the local office of which was established here in 1902. The following data are from official records:

**The annual mean temperature is 55 degrees.** The warmest months are July and August, each with an average maximum temperature of 71.9 degrees, and the coldest month is February, with a mean of 37.1 degrees. There is little variation in the mean temperature of the Winter months. The highest mean temperature since the establishment of the station was 74.1 degrees, in August, 1906, and the lowest mean was 31.0 degrees, in February, 1905.

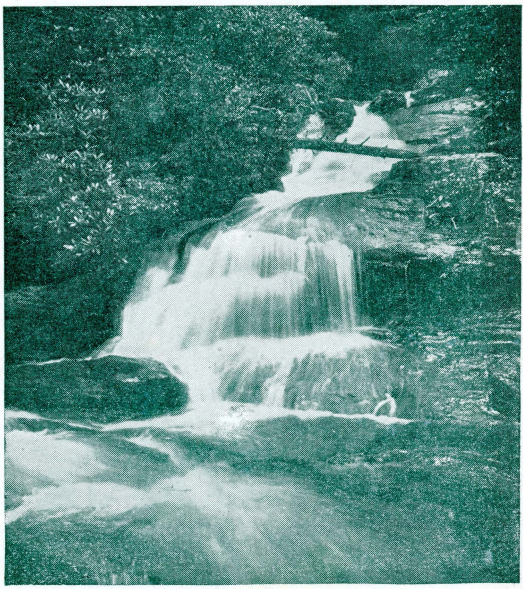
The following table gives the highest and lowest temperatures observed in the history of the station, the

SUMMIT OF SUNSET MOUNTAIN (EAST) Photo by Pelton

means of the maximum and minimum temperatures, and the mean daily range for each month:

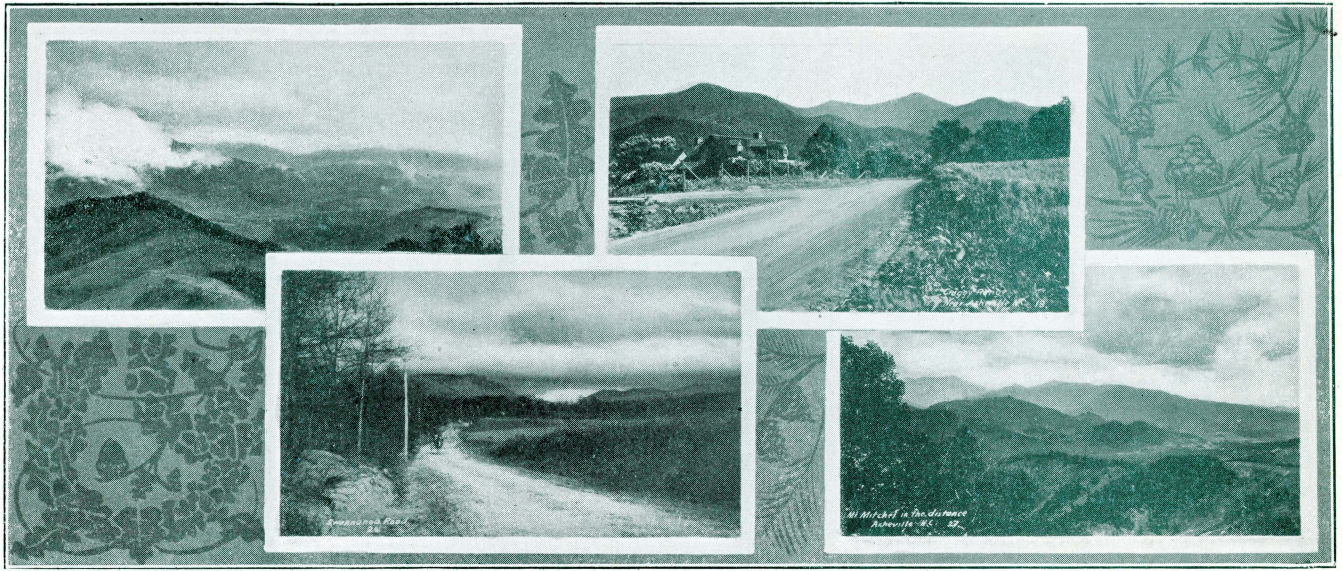
| MONTH | MAXIMUM | DATE | YEAR | MINIMUM | DATE | YEAR | MEAN MAX. | MEAN MIN. | MEAN RANGE |
|---|---|---|---|---|---|---|---|---|---|
| January | 72 | 13 | 1907 | 1 | 25 | 1905 | 47.8 | 28.5 | 19.3 |
| February | 74 | 29 | 1904 | 6 | 14 | 1905 | 47.8 | 28.0 | 19.8 |
| March | 86 | 22 | 1907 | 14 | 16 | 1911 | 59.6 | 38.7 | 20.8 |
| April | 86 | 5 | 1909 | 23 | 15 | 1907 | 64.4 | 42.8 | 21.6 |
| May | 90 | 24 | 1903 | 31 | 3 | 1909 | 73.5 | 51.6 | 21.9 |
| June | 92 | 11 | 1911 | 41 | 14 | 1903 | 79.2 | 58.6 | 20.6 |
| July | 91 | 9 | 1907 | 48 | 27 | 1911 | 81.7 | 61.9 | 19.8 |
| August | 90 | 28 | 1909 | 47 | 23 | 1909 | 81.2 | 61.9 | 19.3 |
| September | 88 | 2 | 1907 | 35 | 29 | 1909 | 76.9 | 56.4 | 20.5 |
| October | 85 | 7 | 1911 | 22 | 24 | 1904 | 66.7 | 43.4 | 23.3 |
| November | 75 | 5 | 1909 | 13 | 19 | 1903 | 56.7 | 34.8 | 21.9 |
| December | 70 | 17 | 1908 | 3 | 30 | 1909 | 46.7 | 28.6 | 18.1 |

The highest temperature in the history of the station was 92 degrees, June 11, 1911, and in this connection, also, it is to be observed that the absolute humidity,—the



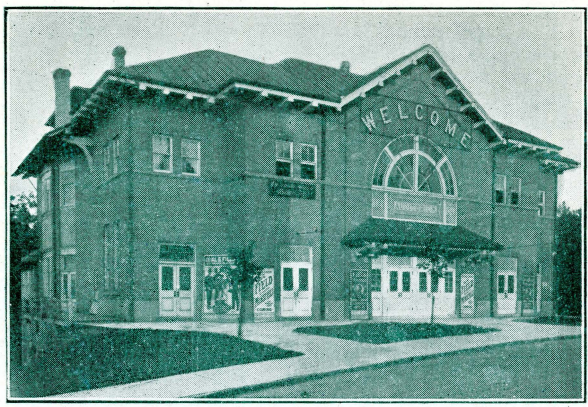
CRYSTAL FALLS, SOURCE OF ASHEVILLE'S WATER SUPPLY.

amount of watery vapor in the atmosphere,—is quite low and the highest temperatures occurring are not accompanied by the oppressive, enervating conditions accompanying warm weather at lower altitudes.




ROADS AND SCENES NEAR ASHEVILLE, N. C.

Photo by Robinson




CITY AUDITORIUM. Photo by Ray

Asheville, situated to the Westward of the crest of the Blue Ridge culminating with Mount Mitchell, 6,711 feet above sea-level, the highest peak east of the Rocky Mountains, about eighteen miles away, has a comparatively small rainfall, its situation being closely analogous to enclosed valleys in the West. The mean annual rainfall up to and including the year 1911 is 40.51 inches. The greatest annual amount was 48.72 in 1909, and the least 30.07, in 1904. The greatest monthly amount in the history of the station is 11.71, in July, 1905, and the least monthly amount, 0.02, October, 1904. Less than one inch was recorded during the following months: September, December, 1903; November, 1905; January, October, 1907; June, November, 1908; March, November, 1909; March, November, 1910.

The average rainfall has been greatest during July and August, 5.25, and least in November, 1.66. The average annual snowfall, unmelted, is 9.7 inches, distributed as follows: January, 4.1; February, 3.0; March, 0.3; April, 0.4; October, 0.2; November, 0.7; and December, 0.10. The heaviest snowfall in the station's history was 16.7 inches, January, 1906. Very frequently a month or more occurs in Winter without any snowfall whatever.

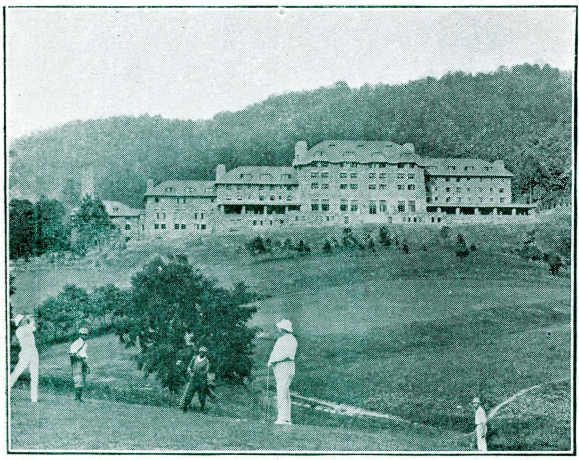
AVERAGE NUMBER OF CLEAR, PARTLY CLOUDY, CLOUDY AND RAINY DAYS WITH PREVAILING WINDS

| CONDITION | JAN. | FEB. | MAR. | APR. | MAY | JUN. | JULY | AUG. | SEPT | OCT. | NOV. | DEC. | YEAR |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Clear Days | 9 | 10 | 10 | 9 | 10 | 6 | 6 | 7 | 10 | 17 | 15 | 11 | 120 |
| Partly Cloudy | 11 | 8 | 10 | 9 | 12 | 15 | 16 | 15 | 14 | 8 | 7 | 8 | 133 |
| Cloudy Days | 11 | 10 | 11 | 12 | 9 | 9 | 9 | 9 | 6 | 6 | 8 | 12 | 112 |
| Rainy Days | 8 | 10 | 12 | 11 | 13 | 15 | 15 | 15 | 10 | 6 | 7 | 10 | 131 |
| Prevailing Winds | nw | nw | s e | nw | s e | se | nw | s e | s e | s e nw | nw | nw | nw |

NOTE—Clear days are those in which the average sky observation as determined by bi-hourly eye observations are from 1- to 3-10, inclusive; partly cloudy days are from 4- to 7-10; cloudy, from 8- to 10-10. A rainy day is one in which 0.01 or more of precipitation occurred, midnight to midnight.

The large number of clear or partly cloudy days is an agreeable feature about the climate of Asheville, and no doubt contributes largely to its great popularity as a resort.

The climate of Asheville is wholesome and invigorating. The place is thronged in Winter by those who wish to escape the extreme cold in the North without, however, losing entirely the favorable effect of a bracing



GROVE PARK INN (FIREPROOF) ASHEVILLE. Photo, Ray

atmosphere; and in Summer the cooler, salubrious climate is sought by visitors from the warmer, humid regions in the South Atlantic, Middle, Gulf and Eastern States.

## PURE WATER SUPPLY

HERE is where we literally look down on all competitors. The Asheville water system is without doubt the finest gravity line of waterworks in this country, if not in the world. For emergency needs, fire and reserve purposes, the city reservoir has five million gallons capacity, at an elevation of 210 feet.

The gravity line consists of nearly twenty miles of sixteen-inch pipe laid deep in the ground over valley and ridge to the North Fork of the Swannanoa River, whose source is a thousand springs far up toward the top of Mount Mitchell (the highest peak east of the Rockies), altitude 6,711 feet. The intake to the pipe line is situated at an elevation of nearly 500 feet above Pack Square, the center of the city.

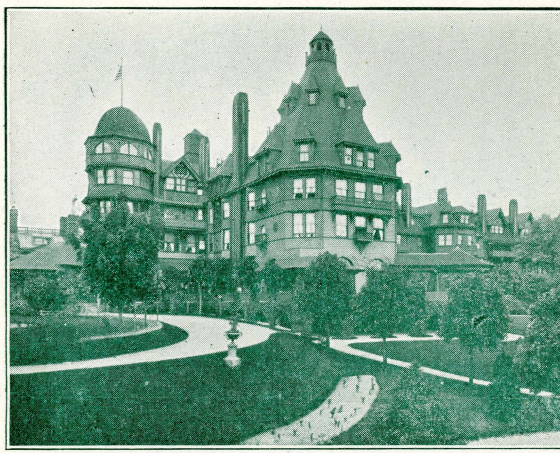
The city owns the watershed of approximately 10,000 acres,—an unbroken forest untouched by the hands of man—covered with a virgin growth of laurel, azalea, rhododendron, balsam, oak, chestnut, poplar, gum, wal-

nut, hickory, and many other varieties of woods and shrubs; abounding in waterfalls, alive with speckled trout, which thrive only in the clearest water. There are forests where the sunlight never penetrates; crags seamed and scarred by wind and storm, and the waters come leaping and dashing down the rocky sides of the mountain, 3,000 feet in a few miles. No freshet and no rain so great as to mar the sparkling brilliance; for here no cultivated fields exist, or ever will; no man has scarred the earth; no clay is exposed, and presents the gravity line with possibilities of something more than four million gallons of water every twenty-four hours. No human being has ever lived above the point where the water enters the pipe line at the intake, and no person will live above this line, insuring a perennial supply of water, clear, sparkling and pure.

This abundance of pure, clean water means much, both to the resident and tourist. Not only does it mean the removal of all danger of infection from drinking water, but it means clean streets, as sufficient water is at hand to allow flushing the same,—sanitation for the whole city is insured.

## RECREATION

THE Asheville Club, Elks' Club and Country Club have homes that are equipped with conveniences of modern social enjoyment and for all requirements for club recreation; the life at these organizations is a source of engrossing pleasure to many visitors here.



BATTERY PARK HOTEL, ASHEVILLE. N. C. Photo by Ray

The Country Club has a club house and splendid eighteen-hole golf links covering a course of nearly 6,000 yards, one of the finest courses in the country. Is ideally located on the western slopes of Sunset Mountain, near the end of Charlotte Street car line, and affords a

GRADED SCHOOLS, 1, ORANGE STREET; 2, MURRAY STRRET; 3, HIGH SCHOOL; 4, ASHELAND AVE.; 5. MONTFORD AVE.

most picturesque eighty-mile panoramic view of the mountains which encircle the city to the west. Links easily accessible to visitors.

Further recreation is offered at Riverside Park, down by the swiftly-flowing French Broad River, with its lakes for boating, shady walks, big easy swings, moving pictures, fireworks and music,—in fact, a veritable playground for youth and age,—all free.

The livery and garage accommodations are ample in every way, and the demand for fine saddle and carriage horses, vehicles and motor cars is easily met.

There are hundreds of miles of fine macadam, sand clay and hard-surfaced roads leading out of Asheville in all directions, the county keeping two large forces constantly macadamizing additional stretches of road, while still another force makes repairs to these macadam roads as needed.

The Buncombe County Good Roads Association, organized at Asheville in 1899, has the distinction of being the first good roads association established in the South, and has been a great factor in the construction of the splendid highways throughout this section.

Many of the mountain driveways are kept in order by the Good Roads Association, while bridle paths course this entire region, making all points of interest easily accessible by motor or horse.

Asheville has probably the only exclusive automobile road in the South, if not the entire country. The Grove Autoway extends from the terminus of Charlotte Street car line, near he eastern boundary of the eighteen-hole golf course, to the summit of Sunset Mountain, at an elevation of 3,119 feet above sea-level, and nearly a thousand feet above the city. From the center of the city to the summit of the mountain is five and a half miles, the exclusive autoway being three and a half miles. This road, built and opened to the automobile public latter part of 1911, is now being widened to a uniform width of forty-five feet all the way up the mountain, past Grove Park Inn, which is located within a quarter mile of the entrance of this road near the foot of the mountain. The entire road will be surfaced with asphalt binder, and will be completed in the early part of 1914. The grade is nearly all three per cent., at no point exceeding five per cent. From the summit of the mountain is spread a scene of vernal beauty that encompasses rare delights of valleys and summits, while in the full look across the Asheville plateau there is a world of grandeur and loveliness of setting that stretches away to the far off mountains in the west, where the majestic peaks of Pisgah, Richland Balsam, Cold Mountain and the Bald pierce the sky at altitudes of 5,749, 6,540, 6,000 and 5,400 feet respectively, with a dozen others ranging in height from 3,100 to 5,000 feet.

Practically all of the automobile highways projected throughout the South have Asheville as the objective point, making Asheville easy of access by the autourist, and the central point in the Good Roads movement

THE LANGREN (FIREPROOF) ASHEVILLE, N. C.

in the South. Formerly all roads led to Rome; henceforth all good roads in the South and East lead to Asheville.

## RAPID TRANSIT

ELECTRIC street cars encompass all points of interest within the city and to West Asheville, radiating from Pack Square as a common center, with fifteen and seven-and-a-half minute schedules maintained throughout the year. There are seventeen miles of track, with through transfers to all points.

The Asheville & East Tennessee Railroad (electric), from Asheville to Weaverville, a distance of nine miles, passes through a most attractive country district, dotted with beautiful homes and productive farms. Frequent and convenient daily schedules are regularly maintained.

As a matter of fact, Asheville was the second city in the country to operate electric cars, and the system now in operation is second to none in the country for any city of its size.

## POSTOFFICE RECEIPTS

Postoffice receipts, 1900, $36,515.04; 1901, $35,577.99; 1902, $38,395.04; 1903, $42,593.31; 1904, $45,869.45; 1908, $66,387.08; 1909, $73,900.42; 1910, $74,877.80; 1911, $77,765.39; 1912, $82,336.73. Receipts for first quarter 1913 show net gain of $2,931.83 over first quarter 1912; 2nd quarter 1913 shows net gain of $2,994.61 over 1912.

## EDUCATIONAL ADVANTAGES

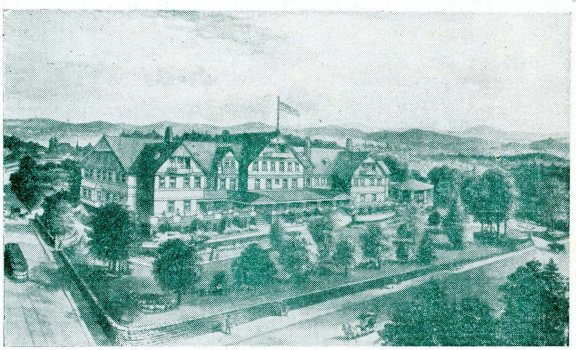
ASHEVILLE is an educational center. The fact is attested by the number and excellence of its educational institutions of learning. The total value of public and private school property in Asheville and its suburbs is in excess of $600,000.00.

The list of educational institutions here includes City Schools and Kindergartens (sixteen biuldings); Asheville School; Bingham School (established 1794); Normal and Collegiate Institute (for girls); Asheville School for Girls, incorporated; St. Genevieves College for Girls; Home Industrial School; Hillside Convent; Winn's Preparatory School for Boys; Asheville Business College; Miss Stevens' School; Patton School for Boys; Matney School for Boys; North State Fitting School; Asheville School of Music & Dramatic Arts; Classes in Vocal and Instrumental Studies; Industrial School (colored).

## CITY SCHOOLS

THE city school system of Asheville was organized in 1888 with two poor buildings and an enrollment of 900 pupils. In twenty-five years the system has grown, until it has become one of the most efficient in the South, if not in the country. There is now a teaching force of one hundred, including the superintendent and supervisors of writing, music, and drawing. The enrollment this year is above 4,000, and the city has sixteen modernly-built and well-equipped school buildings.

The city school tax, which is additional to that levied by the county, is thirty cents on each $100.00 of taxable property and $1.05 on the poll. The yearly receipts are about $75,000.00, which amount is spent chiefly for



MARGO TERRACE, ASHEVILLE, N. C.

running expenses, the building funds being secured from other sources. A conservative estimate places the value of city school property at $250,000.00.

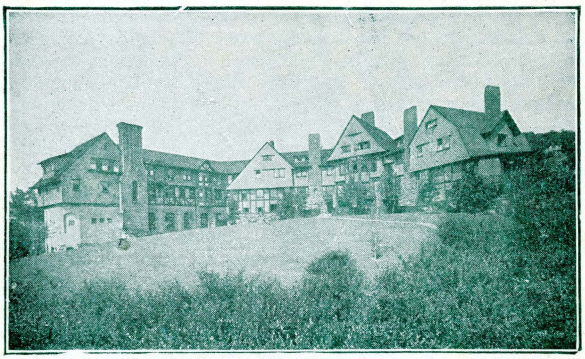
The course of study covers eleven years of grades,

with two divisions of each grade, and two promotions a year. Preceding the grades is also a Kindergarten course of two years. The branches taught below the High School include, in addition to the common branches usually taught, drawing, vocal music, and physical culture. The High School course covers a period of four years. Opportunities are also offered for vocational training in domestic science, including cooking and sewing, and in business courses including bookkeeping, stenography and typewriting.

Asheville has compulsory school law.

## THE VANDERBILT ESTATE

AN evidence of the permanent nature of Asheville's prosperity, the value of its climate, and the beauty of its scenery, is afforded by the magnificent home established just outside of the city by George W. Vanderbilt, of New York. With a vast fortune and with a whole world to choose from, he selected Asheville as the one place for creating the splendid house and beautiful park which his architects and engineers constructed



THE MANOR, ASHEVILLE, N. C.

under the direction of Frederick Law Olmsted, the landscape architect who gave New York its Central Park. The house was built under the direction of the eminent architect, the late Richard M. Hunt, and is a chateau of the French Renaissance, 375 feet long and 150 feet wide, and in some features not unlike the famous chateau at Bois, France.

The Biltmore Estate contains about 12,000 acres; the Pink Beds and adjacent tract of Mr. Vanderbilt's hunting preserve, comprise about 120,000 acres; this is known as Pisgah Forest.

On Tuesdays, Thursdays and Saturdays of each week drives are permitted over this famed estate (probably the finest private park in the country), where forty miles of beautiful roads with marvelous landscape and lovely vistas can be enjoyed. Visits to the immense model dairy, its barns, and the large herd of registered Jerseys, and other features, are full of interest.

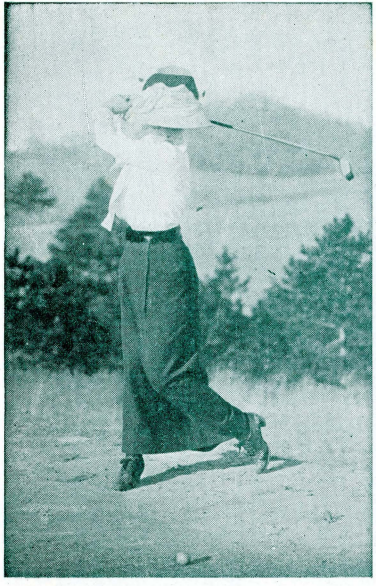
## PISGAH FOREST AUTO ROAD

A TRIP over the exclusive automobile road, seventeen miles long, to Mt. Pisgah, built by Mr. George W. Vanderbilt at a cost of $51,000, is one of the rarest treats afforded the visitors to Asheville. The distance from Asheville to the entrance of this great automobile highway is twelve miles over a fine improved road, seven miles of which is macadam with five miles of sand-clay, built by the County of Buncombe, which road passes through Hominy Valley, dotted with splendid farms and beautiful country homes, turning abruptly westward at Candler. N. C., around a great mountain spur into the South Hominy road. As the automobile turns sharply around the curve at the end of the mountain spur, the bold heads of "Pisgah and the Rat" burst into view like great sentinels guarding the quiet valley below. Passing through this South Hominy Valley for four miles, one enters the Pisgah automobile road through a gate beside which stands the attractive little country home of the gate-keeper and ranger on the eastern side. Passes to traverse this road are issued at the main office of the great Estate at Biltmore and only the number of cars authorized are permitted to enter on the road, all being required to go and return together in order to prevent the meeting of cars on the mountain.

From the entrance of the exclusive highway to the Lodge—Mr. Vanderbilt's summer home—situated on the saddle of the ridge (5.200 feet above sea level), between Pisgah on the north and Little Bald on the south, is eight miles, the road extending a distance of nine miles beyond, two miles of which are practically level, scaling the side of the great mountain and immeediately overlooking the beautiful Pink Bed Forests. The name "Red Beds," however, would be more applicable inasmuch as the great table lands between the towering mountains on either side are covered with the beautiful red of the sourwood forests, dotted here and there with occasional patches of the dark green balsam trees. altogether forming a scene of wondrous beauty and grandeur.

The approach immediately in front of the Lodge is around the face of a precipitous bluff of granite with a great wall of masonry built on the bluff side to within fifty yards of the Lodge. It required two years with a force of one hundred men to build the road, or rather a force of men working eight months in each year, as no work was done during the winter months. The road has been surfaced with gritty sand, found along a large part of the road, and is kept in perfect condition the entire year. Five hundred tons of dynamite were used in the construction of this road.

The road winds about the face of the mountain in many curves, or switchbacks, the extreme gradient being seven per cent. and ranging from that down to two per cent., the average being from three to four per cent. Vista views of the valleys and mountains catch the eyes



View from Grove Park Inn, Asheville, N. C.

Photo by Pelton

at numerous places, nine separate mountain ranges being visible at several points piling up into the sky.

The Lodge is quaint and old fashioned, though the interior has every modern convenience. It is built of logs and there is a covered walkway connecting the "big house" and kitchen as is the case in many of the real old fashioned homes throughout the mountain region.

## A CONVENTION CITY

ASHEVILLE as a convention city gratifies that chiefest of conventions needs—the climatic influence for refreshing comfort—whether the hours are spent in the business sessions of the occasion or are enjoyed in recreation as the individual may desire. The sunshine temperature does not fatigue, the nights are always cool, and the tonic of the mountain breezes is in it all.

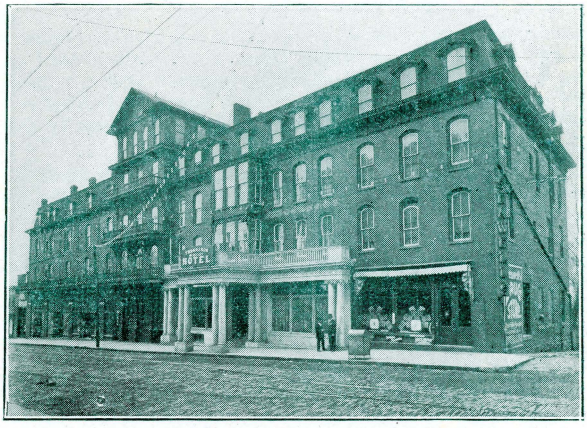
With an unsurpassed situation in its accessibility, an environment of great natural beauty, numerous points of interest for outings in side trips, aboundant hotel and boarding house accommodation for pleasing all classes of people and all varieties of taste, and the overflowing hospitality of its citizens, a convention visit is always an occasion of absolute enjoyment.

In its provision for conventions the city has the Auditorium, a structure seating nearly 3,000 people, well lighted, heatd and ventilated, admirable in acoustics, with every modern requirement of committee rooms and other conveniences, for use without cost.

## PROGRESSIVE HEALTH DEPARTMENT

ASHEVILLE has a most progressive health department and for its proper maintenance is now spending $25,000.00 a year.

Asheville allows no one to occupy rooms in any hotel,



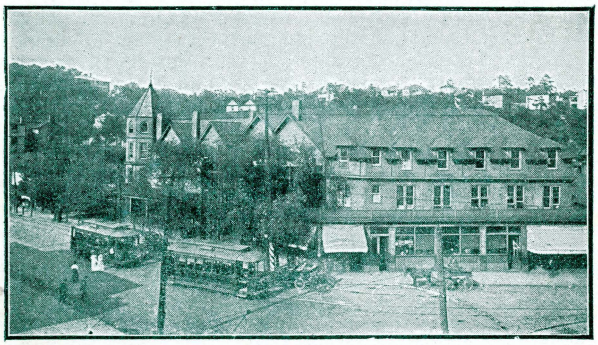
THE SWANNANOA-BERKELEY. Photo by Ray

boarding house or other place that has been occupied by a person having any disease considered dangerous to the public health, until such room has been disinfected, by fumigation with formaldehyde, by an officer from the Health Department.

Section 470 of the City Code designates Smallpox, Cholera, Scarlet Fever, Measles, Pulmonary Tuberculosis, Diphtheria, Typhoid Fever, Typhus Fever, Yellow Fever, Spotted Fever, Epidemic Dysentery and Whooping Cough, as diseases dangerous to the public health.

Sections 471 and 472 provide a penalty of $25.00 for failure of any physician, hotel or boardinghouse keeper to report, within twenty-four hours, any of the above diseases when found. All cases so reported are closely followed up and the laws rigidly enforced.

City Ordinance makes it compulsory that every



GLEN ROCK HOTEL, ASHEVILLE, N. C.

boarding house or hotel keeping anyone suffering with tuberculosis shall have license from the Health Department of the city, in which office a complete record is kept of all such houses or hotels, together with a record of every person so suffering; such house or houses restricted to such location as may be deemed proper by the Board of Health.

Several physicians of nation-wide reputation have recently stated that Asheville is probably doing more to control and prevent tuberculosis than any other city in the United States, and that there are possibly not more than three or four places in the world that are doing what Asheville is doing along this line; that Asheville is possibly not excelled by any other city of its size in the United States in the work that it is doing along general health line for the good of its people; that after a careful study of the situation and examination of the protective measures and methods used in the city, there is probably no safer city than Asheville in the entire country in which to live.

Asheville has compulsory vaccination of all school

Y. M. C. A., ASHEVILLE, N. C.

children, and this, with other health laws, are rigidly enforced.

Asheville has a perfect milk and dairy inspection, hence pure milk. Each cow in every dairy that furnishes milk to persons living in Asheville is examined each year and tested with tuberculine and those cows which do not come up to the high standard required are killed and the carcasses destroyed. Daily inspections of milk and milk wagons are made and every cleanly and sanitary precaution observed. Milk is sold only in bottles or other receptacles in original packages put up at dairy.

Biltmore Dairy furnishes certified milk to Asheville consumers from a herd of registered Jersey cows, under the supervision of the Asheville Medical Milk Inspection Board.

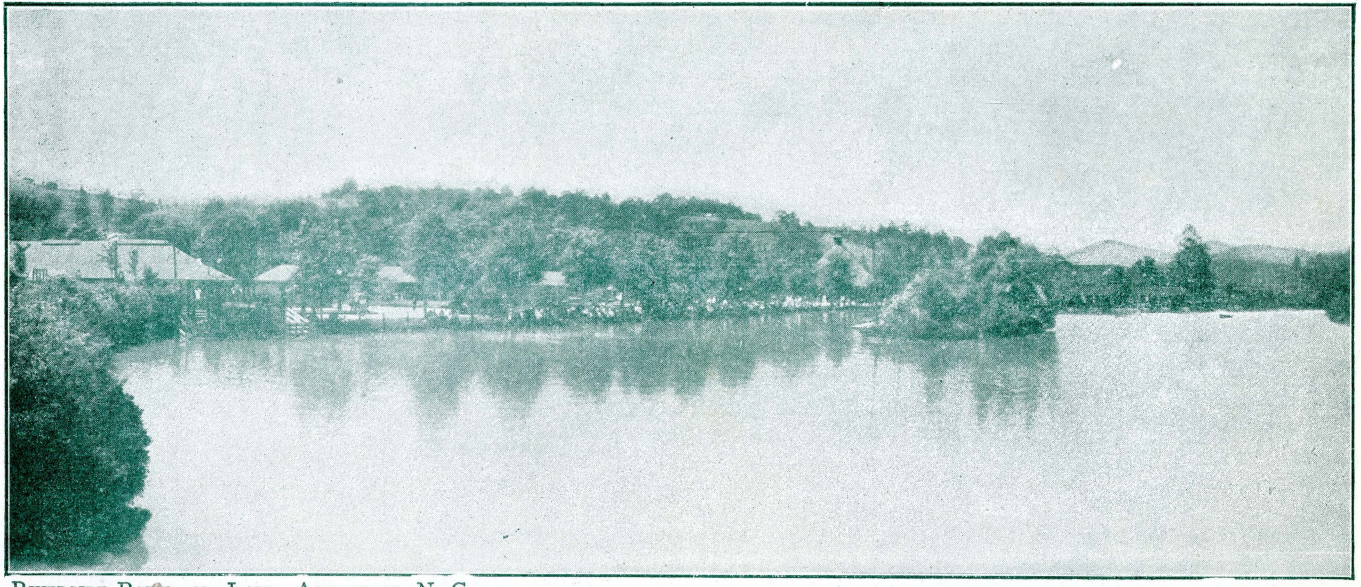
Asheville has a modern abattoir, and all meat not inspected by the United States Government, is properly inspected before it can be sold in our city.

Asheville was the first city in the country—June, 1898—to pass an ordinance prohibiting expectoration on the streets, in street cars and public buildings. This ordinance has been copied by cities throughout the world.

Asheville was the first city in the country to begin an active anti-fly crusade—March, 1896—and our anti-fly literature is being requested by cities all over America.

Asheville has the finest water system in the world, and the purest water. (See description on page 12).

Asheville is the cleanest city in the country—washes its thirty-eight miles of paved streets with water under heavy pressure,—no sweeping, hence no dust.



RIVERSIDE PARK AND LAKE. ASHEVILLE, N. C.

Photo by Ray

Asheville has a perfect sewer system, with compulsory connection, but in out-of-the-way places, where sewer connections cannot be made, has installed sanitary surface closets with overhead vents, and cares for them in such a manner as gives practically the same degree of safety as the closet with sewer connections.

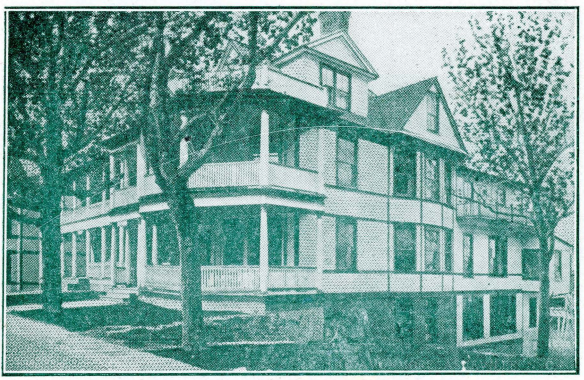
The report of the Asheville Board of Health for 1912 shows there were but fifteen cases of typhoid in Asheville during that year, ten of which were brought in from outside territory, or "imported," leaving but five cases actually developing within Asheville in twelve months, and no death from that cause; that but two deaths from tuberculosis occurred among Asheville citizens during the same time; a remarkable record for a city of this size, and positive evidence of the purity of our water supply and exceptional sanitary conditions.

Asheville's health conditions from both natural location and human agencies are simply perfect, making it the healthiest spot on earth, while the scenic grandeur justly entitles it to be called "America's Beauty Spot."

## WATER POWERS

WATER power is abundant, as may be inferred from the character of the country. Streams are bold, free, and numerous; the water is pure, clear, and without limit; free from iron, and soft; exactly what is needed for bleacheries, dyeworks, tanneries, pulp-making, etc. Several tanneries are now in successful operation.

The government report on the Appalachian Reserve says: "It would be entirely safe to estimate the available



THE AVONMORE, ASHEVILLE, N. C.

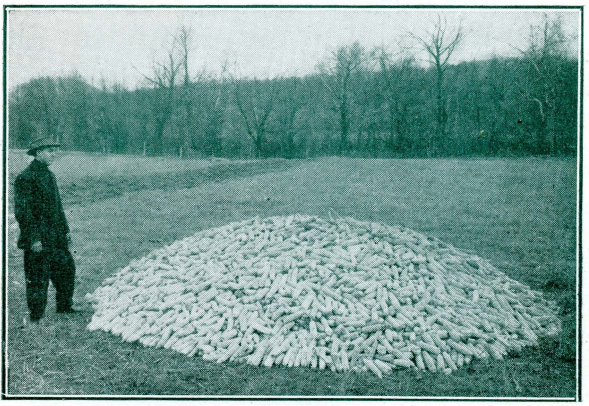
but undeveloped water power on the streams rising among the Southern Appalachian Mountains as equivalent to not less than 1,067,000 horse-power, and the developed power is 117,750..

Five miles below Asheville, the North Carolina

First Baptist. All Souls' Episcopal. Trinity Episcopal. Catholic. First Presbyterian. Central M. E., South.

Electrical Power Company, of Asheville, has installed a plant for transmission of electric power from the French Broad River. This plant develops 3,000 horse-power, continuously day and night; as the low normal flow of the river is ample for this amount of power, they are not required to store or pond the water.

This Company has recently completed another hydro-electric plant a few miles below the one above mentioned



PRIZE WINNING CORN, 158 BUSHELS, 54 LBS. ON ONE ACRE, 1912

that develops 5,500 horse-power, which insures to Asheville and vicinity, an abundance of cheap power for the industries locating in this favored region.

## OPPORTUNITIES OFFERED

SPLENDID opportunities are offered for the establishment of enterprises, especially furniture and other woodworking industries, cotton plants, woolen mills, knitting mills, silk mills, canning factories, wagon factories, overall factories, etc.

Asheville is the center of the hardwood district of the Appalachian Mountains which contains the largest area of virgin hardwood timber east of the Rockies.

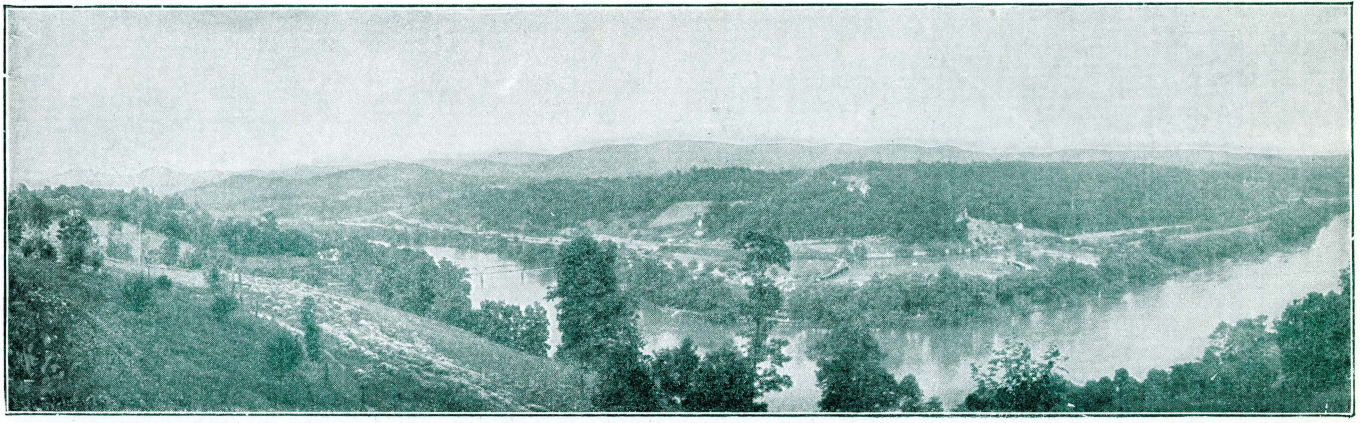
Abundant water and electric power, an equable climate, and the best cheap labor, make this an ideal place for manufacturing.

The Southern Railway has opened up a manufacturing district just outside the city limits and offers sites for about one-half their market value.

The Board of Trade will be glad to furnish information about power, water rent, price of lands, etc., and invites full investigation from parties seeking sites for factories and other enterprises.

## AGRICULTURE AND STOCK-RAISING

THE mountains of Western North Carolina are, as a rule, covered with heavy forests to the top, while the soil is generally fertile. In many cases, however, there are bald mountains, or mountains where



OVERLOOKING FRENCH BROAD RIVER AND RIVERSIDE PARK, ASHEVILLE, N. C. Photo by Pelton

the timber has been cut out, that are covered with the finest grass for pasturage. The soil being rich and productive, all kinds of pasture grasses do well, so that sheep and cattle-raising is naturally one of the most profitable industries in this section.

Cattle-raising and dairying are old established and money-makingmoney-making lines of industry.

Garden vegetables grow well here, and there is a fine opening for trucking of almost all kinds. To quote from an official statement of the State Board of Agriculture:

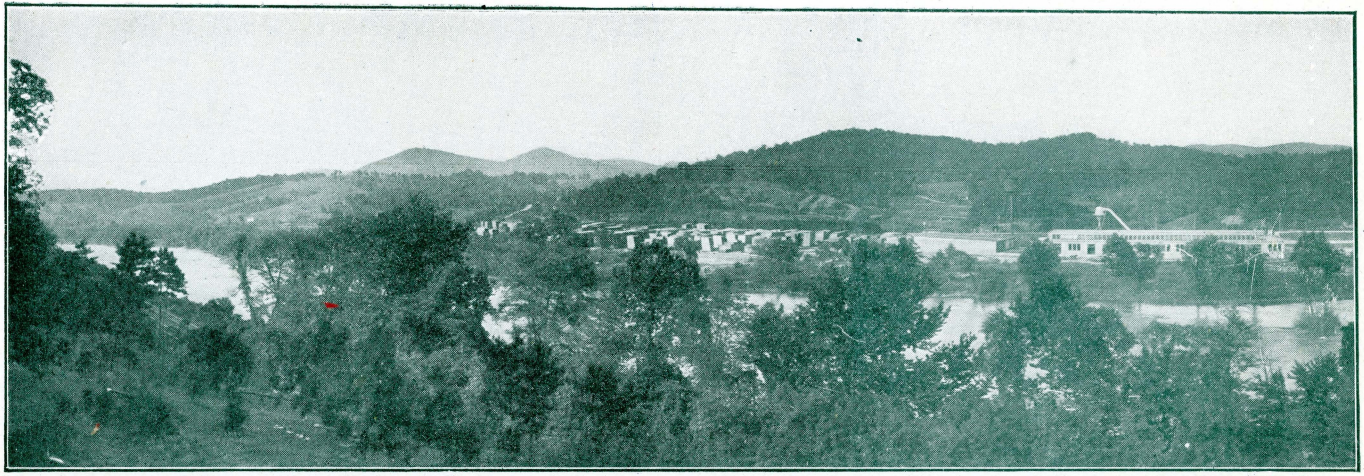
"No great surplus of valuable crops finds its way to distant markets from this region; a few big farmers require the labor of many hands; but the conditions excel for the industrious farmer, who may here surround himself with all those products of comfort and luxury which constitute an independent living; corn, wheat, rye, oats, hay, Irish potatoes, apples, sorghum, cabbage, buckwheat, butter, cheese, milk, honey, and numerous vegetables. The field is a wide one for growing the finest Winter apples; for dairy products; for vegetable growing, and for canning establishments."

The farmers' co-operative demonstration work under the supervision of the department of plant industry, Bureau of Agriculture at Washington, the expense of which is shared by our county, is proving a great stimulus and creating much interest in the modern methods of cultivation of the various crops grown in this section. During 1910, there were three demonstration acres of corn in the county, the highest yield of which was 96 bushels. During 1911, there were 63 demonstration acres and the yields per acre ranged from 50 to 156 bushels per acre, notwithstanding the extremely dry season of 1911. In 1912, there were nearly 100 contestants, the first prize acre yielding 158 bushels 54 pounds; the second, 149¼ bushels.

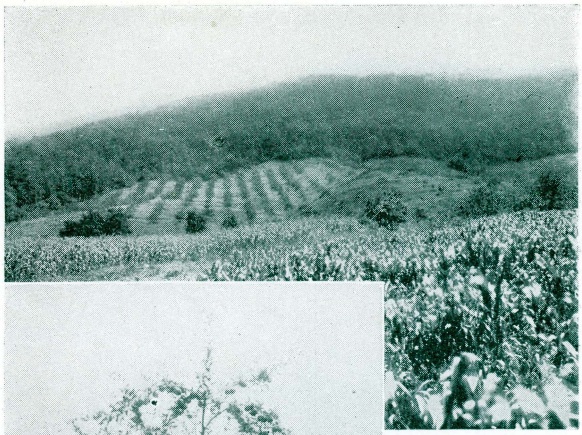
To show the possibilities of truck gardening, one man in Asheville during 1912 supported his family and cleared more than $165.00 in the month of May, on a half acre of ground. Another man on 1¼ acres of ground sold more than $1,100.00 worth of vegetables in addition to that used by his family. Another man from the state of New York purchased a place of seven acres six miles from Asheville, during the early part of 1910, and began truck farming. He has supported his family, paid for his place and was entirely out of debt by 1912. His chief crops have been strawberries, beans, sweet corn, early tomatoes, early potatoes, beets, carrots, lettuce, radishes, turnips and spinach.

The first prize,—a blue ribbon and $250.00 in gold—was captured at the State Fair, held in Raleigh, October, 1912, by the exhibits of agricultural products, nearly five hundred different varieties from one farm in Western North Carolina.

For the energetic hustler, there is no place on earth that offers so many inducements and opportunities to create happy homes as in Western North Carolina.



MANUFACTURING DISTRICT, ASHEVILLE, N. C. Photo by Pelton



TYPICAL APPLE ORCHARD NEAR ASHEVILLE.

## FRUIT-GROWING

THE soil and climate are well suited to fruits and berry-growing, both of which find a ready local market at profitable prices. Owing to the altitude, berries come into the market after crops further South are exhausted.

Grape culture is most successfully followed in all this mountain region, and while there are many large and prosperous vineyards, this industry is really in its infancy in this section.

Of all the fruits, however, that thrive so well here, the apple is rapidly becoming the greatest revenue-producer. In an official statement, the Board of Agriculture does not hesitate to declare that this region "Is the home of the apple, and is destined to become the greatest apple-growing region in America, when its capabilities in this respect are fully known to fruit-growers." While this industry is comparatively untouched, yet there are a rapidly-increasing number of wide-awake progressive growers who are using modern, scientific

Scenes in Montford and Aston Parks.

Photo by Robinson

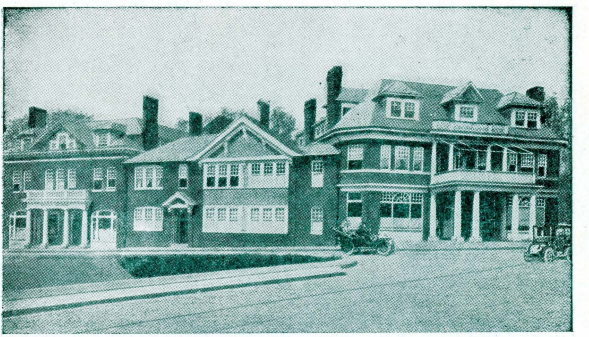
methods in their orchards, the apples from whose farms are in demand at enormous prices, and have taken first premiums in competition with Northern and Western apples in a number of States.

It is a fact that Western North Carolina apples took the sweepstakes prizes at the three last National Apple Shows, and in addition many first prizes in various classes. At the State Fair, held in Raleigh, October, 1912, the apple exhibit from the Beaverdam Orchard, near Asheville, took six of the first prizes and five of the second prizes on apples exhibited.

There are great possibilities here for men of small means to develop orchards of from 10 to 100 acres, at the same time carrying on intensive truck gardening on the land so set to apples.

## POULTRY-RAISING

THE great success in poultry-raising attained on the Biltmore Estate has been an incentive to the farmers and poultry men in this territory along the lines of improving the strains, so that now a drive along any of the roads leading out of Asheville will discover many large pens and flocks of thoroughbred chickens, such as Plymouth Rocks, Orpingtons, Rhode Island



ASHEVILLE CLUB, ASHEVILLE. N. C.

Reds, Wyandottes, White and Brown Leghorns, etc., and being practical evidence that this entire section is admirably adapted to the breeding of both market and fancy poultry. The climate is peculiarly adapted to this industry, there being practical immunity from the diseases prevalent in damp climates. Eggs are put on the market here at from fifteen to forty-five cents a dozen, according to season, while young chickens bring from fifteen to twenty-five cents a pound.

## LABOR CONDITIONS

OWING to the milder climate and cheaper products, farm labor is much less expensive in this section than in the North or West. Farm labor can be had at prices ranging from $20.00 to $30.00 per month.

This labor is at present mostly untrained, but is susceptible to intelligent training, and is easily controlled and satisfied. Strikes are unknown, and with reasonable care and training the same class of work can be done here at a much lower price than farther North. Mechanics get from $2.00 to $4.50 per day. The average wage for factory labor is $5.00 to $12.00 per week for boys and men, and $3.00 to $6.00 per week for girls and women.

## FARM LANDS

TIMBER lands can be bought at from $15.00 to $25.00 per acre. Agricultural lands at from $10.00 to $100.00 per acre, according to quality, proximity to railroads, towns, etc. These are prices of land either in a high state of cultivation already or capable of being made so. The poorer lands are, of course, cheaper.

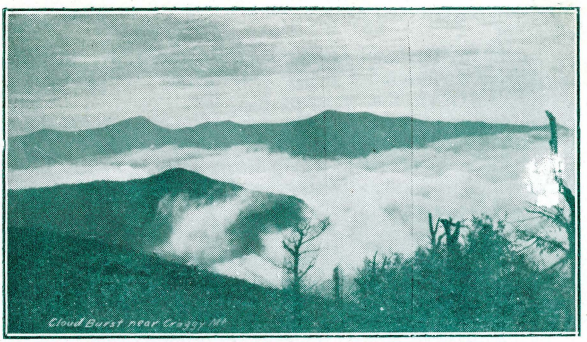
## MOUNTAINS AND APPALACHIAN PARK RESERVE

THAT portion of the Southern Appalachian Mountains in which Congress recently created a National Park, lies mainly in North Carolina, with Asheville as the central or distributing point. This area covers

SWANNANOA DRIVE, ASHEVILLE, N. C. Photo, Ray

about 12,000 square miles, large portions of which are particularly adapted to the purposes of such a part. This region can be reached within a day's journey of the large cities east of the Mississippi River,—a measure of accessibility possessed by no similar district in the United States. It is also nearer the center of population than any other mountain district.

In the different ranges of mountains, comprising the great Appalachian system in Western North Carolina, are twenty peaks higher than Mount Washington (which is 6,290 feet), forty-three peaks more than 6,000 feet in height, and eighty-two peaks whose height exceeds




CRAGGY MOUNTAINS, ASHEVILLE. Photo, Robinson

5,000 feet, while an innumerable number exceed 4,000 feet. The heights of the various peaks in the different ranges are shown in the following table:

| | |
|---|---|
| IN THE BLACK MOUNTAINS: | |
| *Blackstock Knob | 6378 |
| *Potato Top | 6393 |
| *Black Dome | 6502 |
| *Mt. Gibbs | 6591 |
| *Hall Back | 6403 |
| *Mitchell | 6711 |
| *Balsam Cone | 6671 |
| *Black Brother | 6619 |
| *Cat Tail Peak | 6611 |
| *Hairy Bear | 6691 |
| *Bowlen's Pyramid | 6348 |
| Deer Mountain | 6233 |
| Long Ridge | 6259 |
| IN THE CRAGGY RANGE: | |
| Craggy Dome | 6068 |
| IN THE BALSAM RANGE: | |
| *Double Spring | 6380 |
| *Richland Balsam | 6370 |
| Plott's Balsam | 6090 |
| Jones' Knob | 6224 |
| Rock Stand Knob | 6002 |
| Brother Plott | 6240 |
| Amos Plott | 6278 |
| Rocky Face | 6031 |
| Chimney Peak | 6234 |
| Spruce Ridge | 6076 |
| Reinhardt | 6106 |
| Devil's Court House | 6049 |
| Sam's Knob | 6001 |
| IN THE SMOKIES: | |
| *Mt. Buckley | 6599 |
| *Clingman's Dome | 6660 |
| *Mt. Love | 6443 |
| *Alexander | 6447 |
| *Mt. Henry | 6373 |
| *Mt. Guyot | 6636 |
| *Roan Mountain | 6310 |
| Collins | 6188 |
| Tricorne Knob | 6188 |
| Raven Knob | 6230 |
| Thermometer Knob | 6157 |
| Luftee Knob | 6232 |
| Cataloochee | 6159 |
| Grassy Ridge | 6220 |
| Cold Spring | 6015 |
| Cold Mountain | 6020 |

*Exceeding height of Mount Washington.

## FORESTS

IN comparison with the extent of forest lands, the clearings in the mountain regions of North Carolina are mere patches, and this section has the advantage, therefore, of possessing a practically unbroken forest. Nowhere in this or any other State can be found an equal area of land covered with timber trees of such various kinds and of such value. The walnut, poplar, and oak grow to an enormous size, though the best of the walnut has been cut. There are splendid openings for woodworking manufactories of various kinds. No less than twenty different kinds of trees in Western North Carolina reach the greatest size to which they attain; for example, the white and rock chestnut oaks,

the cucumber, black cherry, yellow poplar, hemlock, and chestnut.

In the variety and richness of its woods, North Carolina is not equaled by any other State in the Union. Professor Gray, the eminent botanist, says that he encountered a greater number of indigenous trees in a trip of thirty miles through Western North Carolina than can be observed in a trip from Turkey to England, through Europe, or from the Atlantic Coast to the Rocky Mountain plateau.

## ORES AND MINERALS

OVER the larger part of Western North Carolina are to be found at intervals valuable deposits of iron, gold, silver, copper, and nickel bearing ores; also graphite, corundum, mica, talc, manganese, zircon, kaolin, monazite, white granite, flag-stone, and vitrified brick clay; hiddenite, rubies, sapphires, emeralds or beryls in three colors, garnets, and amethysts, are also found.

## OUR NEIGHBORS

Within a short distance by rail are Toxaway, Brevard, Hendersonville, Waynesville, Montreat, Black Mountain, Weaverville, Marshall, and Alexander—all affording opportunity for pleasant excursions.

## ASHEVILLE

Oh! mountain-girt city of Asheville,
The gem of "The Land of the Sky,"
The rose of the beautiful valley,
With the French Broad flowing by,
How grand is the sweep of the mountains
Encircling the hill and the vale,
How pure are the musical fountains,
And soft the caress of the gate.

'Tis here that the zephyrs are fondest,
For they heal with a touch of their wings;
'Tis here that the flowers are fairest,
And here that the mountain rill sings;
'Tis here that the trill of the bluebird
Sweetly blends with the oriole's song,
As they flit over meadow and hillside,
In the sunlight, all day long.

'Tis here that the cheeks of the maiden,
Bloom out with the roses of health,
And the invalid lover of mammon
Feels a joy that is better than wealth;
For the skies that are bright as Italian,
With the greenwooded mountains and glen,
Bring back the full vigor of manhood,
And life is worth living again.

Oh! beautiful city of Asheville,
Romancer nor poet can write
The beauties that cluster around thee
Like the glittering stars of the night!
But the eye of enraptured beholder
Alone, to the soul, of them speaks,
From the scenes of the swift rolling river
All around to the tall mountain peaks.

—W. COTTON DOWNING, 1892.

# SOUTHERN RAILWAY

PREMIER CARRIER OF THE SOUTH.

Affords Excellent Facilities For Reaching

# ASHEVILLE

Through Sleeping Cars the Year Around Between

NEW YORK
PHILADELPHIA
BALTIMORE
WASHINGTON
CINCINNATI
LEXINGTON
JACKSONVILLE
SAVANNAH
COLUMBIA
MEMPHIS
CHATTANOOGA
KNOXVILLE
LOUISVILLE
RICHMOND
NORFOLK
CHARLESTON
ST. LOUIS
ATLANTA
MACON

and

ASHEVILLE

---

Through Parlor Car Service all the year between Goldsboro, Raleigh and Asheville.

To accommodate Summer visitors each season, there are additional through Sleeping and Parlor Car facilities between

AUGUSTA
NEW ORLEANS
MOBILE
MONTGOMERY
BIRMINGHAM

and

ASHEVILLE

**and between other points**

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